## Remarks/Arguments

## Background

Per a March 22, 2005 Office Action claims 17 – 21 were allowed, claims 3, 10, 11, 16, and 22 were objected to but deemed to recite allowable subject matter, and claims 1-2, 4-9, and 12-15 were rejected on varying grounds under 102(b) and 103(a). Responsive to the March 22, 2005 Office Action a Response was filed on June 20, 2005 that amended FIG. 2 and traversed the Examiner's rejections.

On October 6, 2005 a Restriction Requirement was mailed which was responded to on November 2, 2005. Applicant in the November 2, 2005 response argued that the restriction requirement was improper in this instance and respectfully requested that the restriction requirement be withdrawn.

On January 24, 2006 the present Office Action was received indicating that claims 1-22 are pending and rejecting all claims under 103(a).

## Status and Response

Thus Claims 1-22 are pending and stand rejected on varying grounds under §103(a).

No claims have been amended. A listing of all original claims has been included strictly for the Examiner's convenience.

In view of the comments below, Applicant respectfully submits that all rejections have been traversed and thus requests that the Examiner reconsider the present application including claims 1-22 and withdraw the rejection of these claims.

a) Claims 1-7 and 9-22 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Heie (U.S. Pub. No. 2003/0043096 A1).

Claims 1, 9, and 17 are independent claims with all other cited claims, respectively, dependent on the closest lowered numbered one of the independent claims.

Applicant's invention concerns adjusting pixel depth by masking selected data lines where the invention is defined in varying scope by the independent claims with additional features specified in the various dependent claims. The invention may be used, e.g., for power savings. Pixel depth is well understood in the art and is clearly defined, e.g., in the present application (page 1, line 23 to page 2, line1, etc.).

The Heie publication concerns LCD systems where in order to save power a subset of all pixels that would otherwise be activated are not activated, i.e., not sent any power (Abstract, etc.). The Heie reference in the passages noted by the Examiner [0028, 0032] or the balance of the publication does not discuss, show, or suggest selectively changing or adjusting pixel depth by masking selected data lines, e.g., selected data lines for red image data, selected data lines for green image data, or selected data lines for blue image data. Rather these passages, e.g., [0032],

discuss masking patterns used to energize more or fewer pixels or increasing or decreasing the number of pixel-activation cancellations.

In clear and stark contrast the present invention, rather than simply inactivating a group of pixels, adjusts the pixel depth of the pixels, i.e., uses less bits to represent the image data while still activating the pixels.

The Examiner's attempt to interpret the teachings of Heie where a subset of all pixels are disabled or inactivated seems to be misplaced. Heie clearly refers to a masking scheme which affects the activation of a certain subset of the pixels themselves (in their entirety) as opposed to masking the depth of information (bits per pixel) used in determining each of the pixels.

Possibly the Examiner's has mis-construed or over broadly construed the claims, however given the clear definition of pixel depth noted above, inactivation of a pixel does not show or suggest adjusting pixel depth or vice versa.

Clearly the reference is silent as to any mention of modification of number of bits used to define each pixel or bits per pixel, i.e., modification of pixel depth; rather Heie deals with inactivation of a subset of pixels. Furthermore, Heie does not discuss what type of display (color or monochrome) is being used when pixels are inactivated and thus does not show red, green, blue pixel data. It is not clear how, given the absence of discussion as to type of display in the primary reference, Heie, the Examiner can support the alleged Official Notice.

Since Heie does not show or suggest all features (adjusting pixel depth as variously claimed) of independent claims 1, 9 or 17 it does not properly support this 103(a) rejection of these claims or, at least by virtue of dependency, any claims, respectively, dependent thereon.

Therefore, Applicant respectfully requests that the Examiner reconsider and withdraw this rejection of claims 1-7 and 9-22 under 35 U.S.C. 103(a) as being unpatentable over Heie (U.S. Pub. No. 2003/0043096 A1).

b) Claim 8 stands rejected under 35 U.S.C. 103(a) as being unpatentable over Heie (U.S. Pub. No. 2003/0043096 A1) in view of Weiman, et al. (US Patent No. 4,979,136).

Claim 8 is dependent on claim 1.

As noted above Heie does not show or suggest the features of claim 1. Furthermore, Weiman et al., taken alone or together with Heie, does not show or suggest the features of claim 1 and thus claim 1 is allowable over this combination of references and hence, at least by virtue of dependency, claim 8 is likewise allowable. Applicant therefore respectfully requests that the Examiner reconsider and withdraw this rejection of claim 8 under 35 U.S.C. 103(a) as being unpatentable over Heie (U.S. Pub. No. 2003/0043096 A1) in view of Weiman, et al. (US Patent No. 4,979,136).

Accordingly, Applicant respectfully submits that the claims, clearly and patentably distinguish over the cited references of record and as such are to be deemed allowable. Such allowance is hereby earnestly and respectfully solicited at an early date. If the Examiner has any suggestions or comments or questions, calls are welcomed at the phone number below.

Although it is not anticipated that any fees are due or payable since this response is being timely filed within the allowed 3 month time period, the supplementary IDS concurrently filed cites a reference that has been brought to Applicant's attention within the last three months, and no other fees appear to be due or payable, the Commissioner is hereby authorized to charge any fees that may be required to Deposit Account No. 50-3435.

Respectfully submitted,

Charles W. Bethards Reg. No. 36,453

Enclosures: Supplemental IDS

Law Office of Charles W. Bethards, LLP P.O. Box 1622 Colleyville, Texas 76034 Phone (817) 581-7005 Fax (817) 281-7136 Customer No. 51874